

# Commercial News<sup>®</sup>

XXIV:5

The Showcase for American-Made Products and Services

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September/October 2008

# USA

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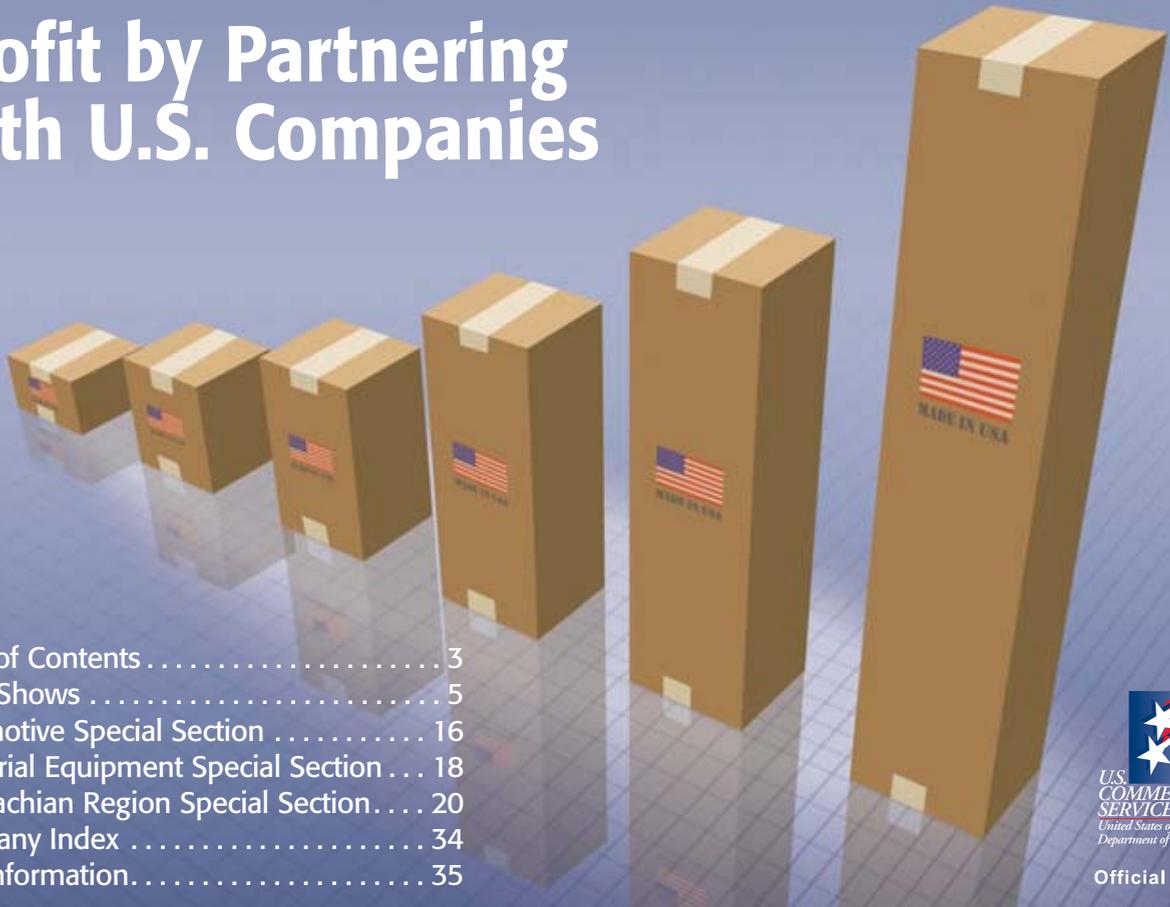


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September/October 2008

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Or fax back the free Reader Service form on Page 35 to request information from many different companies.

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Because international postal rates are increasing, we can only mail Commercial News USA to readers who request to receive the magazine. It is important that we receive your most up-to-date mailing address and preferences for delivery of Commercial News USA.

We also need to know more about your business interests. This will help us improve the magazine and ensure that we provide you with the relevant information about products and services that you will find useful.

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Thank you,



Gregory Sandler, Publisher  
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## February 3-6, 2009: Seminars, February 2-6, 2009: in Las Vegas World of Concrete Gears Up for 2009 Show

With 84,789 professional registrants from around the world, World of Concrete 2008 in Las Vegas, Nevada, delivered the second-largest event, second only to WOC 2007's record-breaking show. This February, WOC 2009 will present the newest concrete and masonry products, ideas, and technologies from 1,700 exhibiting companies in more than 900,000 net square feet.

WOC 2009 will once again feature special product and action areas including The Producer Center, a dedicated marketplace of materials, equipment, demos, and seminars for concrete producers; Material Handling, offering trucks, excavators and more for material delivery, distribution, concrete placement, and earth moving; Concrete Repair and Demolition, housing a display of surface preparation equipment, scarifying, grinding, sawing equipment, and other demolition products; World of Masonry, showcasing a full range of products, tools, information, and technology for masonry professionals; and Technology for Construction, featuring the newest products and tools for the commercial construction industry from top information technology and systems providers.

New in 2008 and returning for 2009 will be the GREEN-SITE area of the show floor located in the South Hall, Level 2. In this well-attended area, exhibitors will showcase green building technologies and products along with interactive displays, video and live presentations, and valuable information on this growing sector of the commercial and residential construction industries.

The World of Concrete Education Program is lauded as a world-class feature at the show with more than 150 sessions in targeted 3-hour sessions covering everything from Concrete Fundamentals to Decorative Concrete and Business/Project Management in addition to 90-minute topics including Leadership/Management, Technology for Construction, Green Building, Safety/Risk Management, and more.



As a member of the 2009 International Buyer Program (IBP), World of Concrete management and the U.S. Commercial Service will work closely in the global promotion of the show bringing international buyers and exhibitors together to expand business both domestically and overseas. As part of the program, delegations from all over the globe attend World of Concrete to network, see new products and connect with U.S. exhibitors interested in exporting goods and services.

With such a wide variety of events, demonstrations, educational sessions and much more, it is no wonder why World of Concrete continues to create an important and vital marketplace for attendees and exhibitors, and it was named by Tradeshow Week as one of the Top 50 Fastest-Growing Tradeshows in 2007. Stay current on the latest information at [www.worldofconcrete.com](http://www.worldofconcrete.com).

*World of Concrete 2009 returns to the Las Vegas Convention Center, February 3-6; Seminars 2-6, and will continue to build upon its reputation as THE annual international commercial construction show for the concrete and masonry industries.*



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# Improve Your Results with New Products, Services, Information at NRA Show® 2009

## The National Restaurant Association

### Restaurant, Hotel-Motel Show, May 16-19, 2009

International buyers from more than 100 countries will join 71,500 colleagues and peers to meet with 2,200 exhibitors at the 2009 National Restaurant Association Restaurant, Hotel-Motel Show, May 16-19 at Chicago's McCormick Place. By attending NRA Show 2008, you will efficiently and cost-effectively find the new products, ideas, information, and contacts you need to solve today's restaurant, hotel, and catering industry challenges.

At the world's largest event in this industry, you will discover the products and information you need to improve employee recruitment and retention, learn how to manage increased operating costs, address food safety, develop new menu successes, improve efficiency through technology, learn about environmentally-friendly initiatives, comparison shop, test new equipment, and take advantage of exhibitors' show-only special buying opportunities.

The 2009 show extends a warm welcome to international guests. Meet with operators and suppliers involved in international business in a relaxed setting at the International Reception held on Saturday evening. Also, the International Trade Center (ITC) provides an ideal setting for international buyers to interact with U.S. exporters. The ITC features private meeting rooms, business matchmaking and interpretation services, and lounge areas with complimentary beverages. Participate in the International Back-of-the-House Restaurant Tours (for registered international guests only)—half-day trips into some of Chicago's most successful restaurants—and find solutions with more than 70 free education sessions led by industry experts that cover important industry topics.

*“For me, being at the NRA Show is staying in touch with the heartbeat of what’s going on in the industry across the country and around the world.”*

Art Smith, award-winning chef, restaurateur, and television personality

Specialty pavilions have been created for buyers to easily find the newest and most innovative food, beverages, equipment, technology, and more from around the world.

- The American Food Fair — regional specialty foods from around the U.S.
- International Cuisine Pavilion — authentic, international food and beverage products from around the world



- Kitchen Innovations Pavilion — a showcase of cutting-edge commercial kitchen equipment
- Technology Pavilion — hosts education sessions and exhibits focusing on POS systems, security, customer relations management, kitchen and inventory management and more
- Organic & Natural — certified organic and natural products
- Franchise Pavilion — business opportunities provided by chain restaurant franchisors
- EDGE Design Pavilion — a source of ideas in the latest graphics, textiles, lighting, flooring, fixtures, furniture, and more.

#### Take these steps to plan your trip to NRA Show 2009 in Chicago:

- Register to attend online. Receive special discounts when you book your hotel and transportation through the NRA Show Travel Desk.
- Download a letter of invitation.
- Identify the exhibitors you most want to meet.
- Review the more than 70 education sessions and plan your schedule.



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# NRA SHOW

THE INTERNATIONAL FOODSERVICE MARKETPLACE

2009

National Restaurant Association  
Restaurant, Hotel-Motel Show  
**May 16-19, 2009**  
McCormick Place, Chicago

## IMPROVE YOUR BUSINESS AT THE WORLD'S LARGEST RESTAURANT, HOTEL & CATERING EVENT

Attend the National Restaurant Association Restaurant, Hotel-Motel Show, May 16-19, 2009 at McCormick Place, Chicago to find the people, products and information to help you succeed.

- Control food, energy, labor & real estate costs
- Increase productivity
- Attract, retain, and motivate quality employees
- Build supplier relationships; control margins
- Go "green"
- Develop new menu ideas to improve customer satisfaction

- ① Meet 2,200+ exhibitors from around the world
- ② Discover 900+ product categories on the Show floor, covering all areas of restaurant, hotel and catering needs
- ③ Learn best practices from industry experts in 70+ FREE education sessions and culinary demonstrations

### IMPROVE YOUR BAR PROGRAM PROFITS

Discover 400+ brands and labels showcased by vintners, distillers and brewers from around the world at the International Wine, Spirits & Beer Event. This focused, two-day event will be held May 17-18 in conjunction with the 4-day, May 16-19, NRA Show 2009 at McCormick Place, Chicago.

**For NRA Show® 2009 information and to register, visit [www.restaurant.org/show](http://www.restaurant.org/show)**



In cooperation with U.S. Department of Commerce, the Foreign Agricultural Service and National Association of State Departments of Agriculture.

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# January 12-15 at McCormick Place in Chicago

## ProMat Delivers Solutions for the Global Material Handling Industry

From January 12-15, 2009, the Material Handling Industry of America (MHIA) will sponsor ProMat 2009 at Chicago's McCormick Place. ProMat 2009 is the premier showcase of material handling and logistics solutions in North America, and the 2009 event will showcase the latest in material handling productivity.

At ProMat 2009 you can see and compare the latest solutions essential to your manufacturing, warehousing and distribution operations – solutions that will help you differentiate your product, improve customer service and increase corporate profitability.

Tap into a world of opportunity that includes more than 800 exhibits covering 300,000 square feet. ProMat will feature 100 free Educational Sessions providing in-depth information on the latest trends, technologies, and innovations. The ProMat Keynote, entitled Building The Workforce of the Future, will provide real-world perspective on how the workforce is changing and what the impact of this change will be, and it will offer practical ideas on how to adapt to this change and build the workforce of the future.

Industry professionals from the U.S. and more than 80 countries around the world will attend ProMat. The event is a Department of Commerce International Buyer Program event and will feature an International Visitors Center to welcome its international visitors.

### Material Handling Industry of America Makes The Supply Chain Work

The growing global economy has redefined the dynamics of success for modern organizations. With product lifecycles shortening and worldwide competition increasing, success depends on effective material handling and logistics solutions for the global supply chain – being able to deliver the right product to the right market at the right time.

The material handling and logistics industry can assist you as you strive to build a more successful supply chain and maximize corporate profitability, and the Material Handling Industry of America (MHIA) is the trade association leading this vital industry. MHIA members are the leading material handling and logistics equipment and systems manufacturers, integrators, third party logistics providers, consultants, and publishers. Their membership in MHIA reflects their ongoing commitment to the increased safety, productivity, and profitability that material handling, information technology, and logistics solutions offer the manufacturing, distribution, warehousing industries.



MHIA's vision and challenge is to continue to create diverse networks of people, equipment and systems all interacting to create global solutions for the movement, storage, control and protection of materials and products throughout the manufacturing and distribution process including their consumption and disposal.

For more information, visit the MHIA website – [www.MHIA.org](http://www.MHIA.org) – a valuable tool and resource for manufacturing, distribution, and supply chain professionals who need access to the latest material handling and logistics product solutions, case studies, learning resources, and industry news and events. Complete information on ProMat (including free attendee show registration, news, conference information, exhibitor information, travel information, and a My ProMat show planner) is available online at [www.ProMatShow.com](http://www.ProMatShow.com).



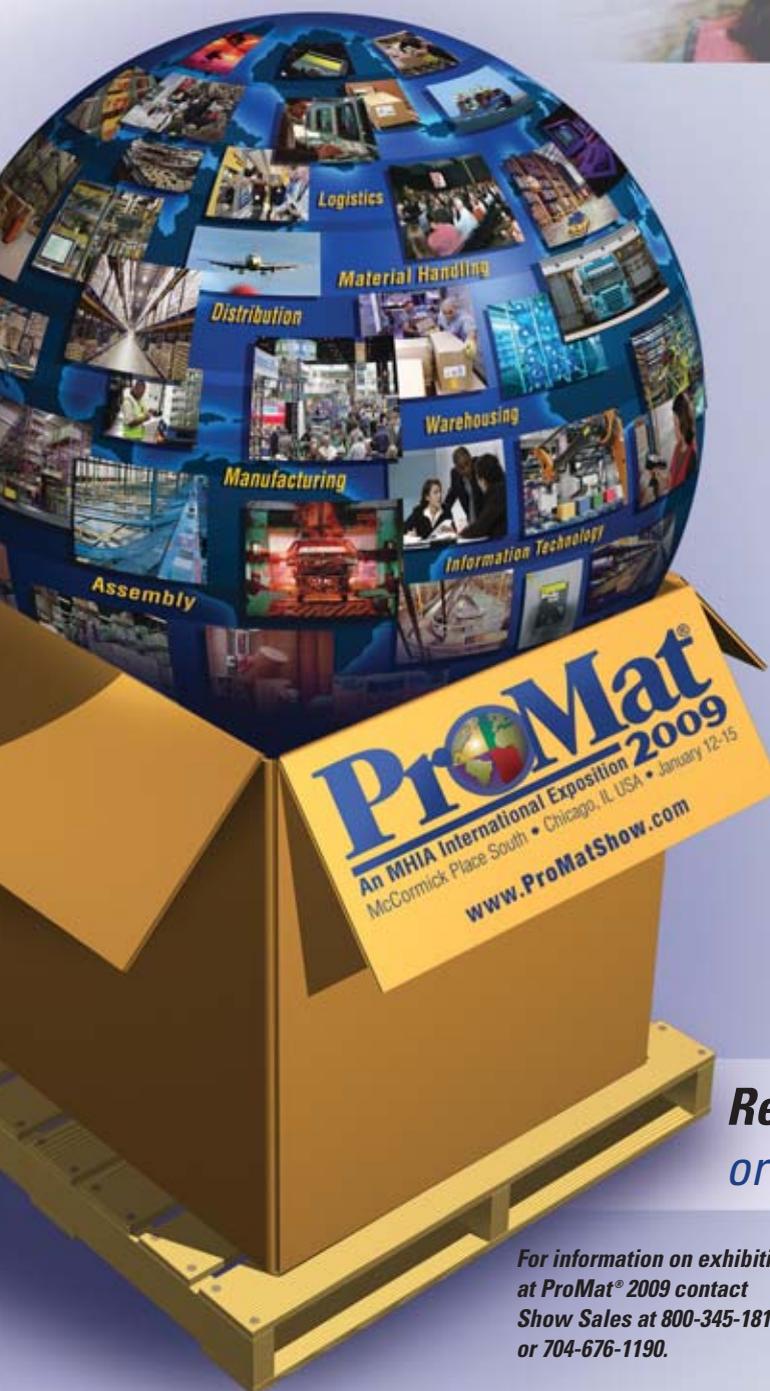
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# One Show, Four Days and Thousands of Solutions



**ProMat® 2009**, the premier material handling and logistics event held in the United States, will showcase over 800 solution-packed exhibits from the industry's top providers that will:

- Streamline your manufacturing, distribution and supply chain operations
- Increase productivity
- Reduce costs
- Improve customer service
- Impact your bottom line



**Forrest Sawyer**  
Keynote Moderator

In addition to the exhibits, **ProMat®** will feature 100 show floor Educational Sessions and a Keynote. Forrest Sawyer will lead the Keynote discussion on ***Building The Workforce of The Future*** by examining how some very disruptive demographics will impact your company both now and in the future.

## Don't Miss ProMat® 2009

See and experience the latest equipment and technology innovations at **ProMat®**. Find free on-line registration, detailed exhibitor information, Educational Session details, Show news and your personalized My ProMatShow Agenda Planner on-line at **ProMatShow.com**.

## ProMat® — Solutions That Make The Supply Chain Work

**Register Now at ProMatShow.com**  
or call 800-446-2622 or 704-676-1186

For information on exhibiting  
at ProMat® 2009 contact  
Show Sales at 800-345-1815  
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January 15-18, 2009, in Orlando, Florida

# The SHOT Show Showcases Shooting, Hunting, and Outdoor Products

From January 15 to 18, the Orange County Convention Center in Orlando, Florida, will host the Shooting, Hunting, Outdoor Trade Show and Conference – The SHOT Show – the world’s shooting firearms, hunting, and outdoor products event for the shooting sports and hunting industries. Attendees from around the world can source new products, speak directly to manufacturers and distributors, place orders with exhibitors on the show floor, attend information-packed education sessions, and exchange information with peers and colleagues.

The SHOT Show, owned and sponsored by the National Shooting Sports Foundation and produced by Reed Exhibitions, is the world’s leading showcase for firearms, ammunition, cutlery, outdoor apparel, optics, camping, law enforcement, and related products and services. The 2009 event is expected to be even bigger and better than the record-breaking 2008 event which occupied 715,000 square feet of exhibit space and attracted 58,769 attendees, 1,950 exhibitors, 1,725 members of the press, and 30,686 buyers.

## Education Sessions

Attendees may register for The SHOT Show University, a full day of educational seminars on topics that are important to the shooting sports and outdoor industry. Special free seminars are planned to provide retailers with information about growing their businesses and staying current with industry trends and issues. Similar seminars for law enforcement professionals will provide expert information on the latest products and technologies.

## “SHOT Talk”

*“The key customers and the key decision makers in the industry are under one roof and that’s great for anybody. A phenomenal show.”*

— Matt Kriesel, chairman of Impact Jel, a first-time exhibitor

*“This is my first show, and it’s bigger than I expected. I’ve spent all four days here, and I have found some products that I think will really be big sellers for me. The biggest benefit has been the many contacts I’ve made. The Last Blast Drawing is one of the reasons we are here for the final day, but you need four days to see it all anyway.”*

— Chris Dunn, owner, Cheylon Canyon Guns Co., Queen Creek, Ariz.



# SHOT SHOW®

The Show That Supports Everything You Stand For

## Show Highlights

The first night of the event features The NSSF State of the Industry Dinner which includes a gala reception, dinner, multimedia presentation, industry awards, and an entertaining live performance.

## Planning to Attend

More than 50 Orlando-area hotels are offering blocks of reserved rooms exclusively for SHOT Show participants. Attendees are encouraged to arrange for accommodations as early as possible – they can do so easily and conveniently by visiting the SHOT Show website, [www.shotshow.org](http://www.shotshow.org).

*The SHOT Show will provide first-time and returning international visitors with an unmatched opportunity to source products and services in the shooting, hunting, and outdoor industries. For complete details about the show, including education sessions, seminars, and other events, visit [www.shotshow.org](http://www.shotshow.org).*

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FAX: 203-840-9600  
[inquiry@shot.reedexpo.com](mailto:inquiry@shot.reedexpo.com)  
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Get ready for an entire year's worth of new products, new segments, new product lines, and new merchandising ideas. Get ready for new Show specials, new discounts and new buying opportunities. It's the annual best of the shooting, hunting and outdoor trade. And remember, the only way to ensure your business is fully primed and on target is to attend SHOT Show every year. It's time to reload.

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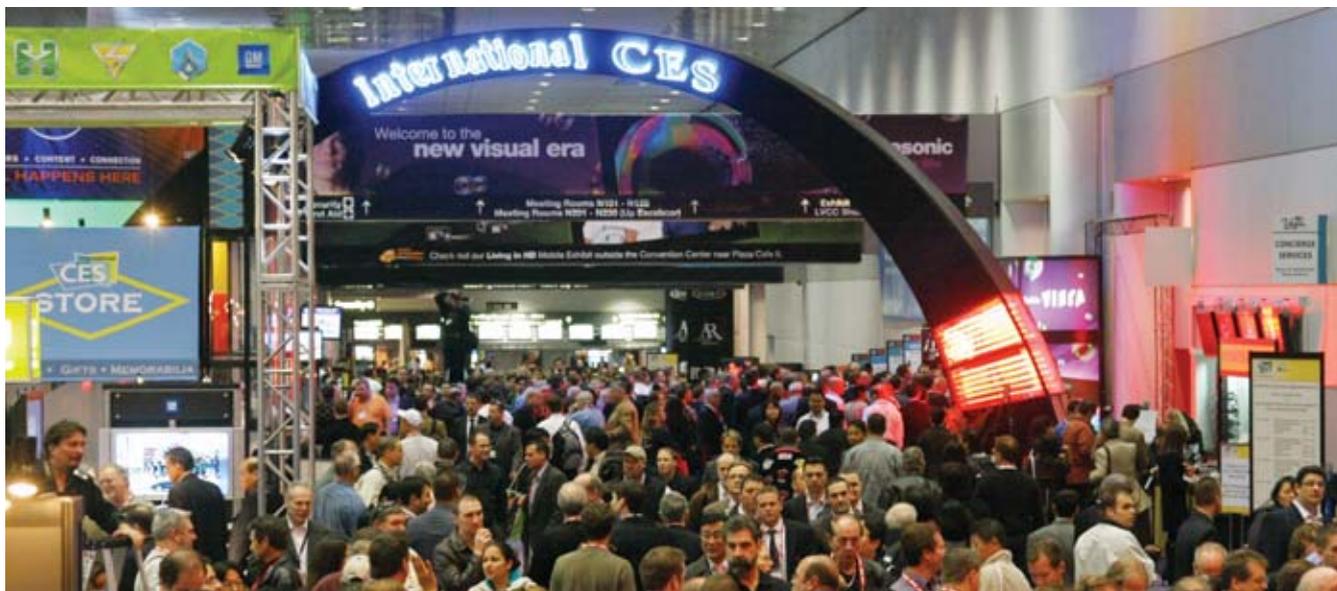
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(YET TARGETED FOR EXACTLY WHAT YOU NEED.)



# January 8-11, 2009, Las Vegas, Nevada

## The 2009 International CES Connects the Latest in Consumer Electronics Technology with Global Attendees



The 2009 International CES®, the world's largest consumer technology tradeshow, is the international forum for the consumer electronics (CE) community, uniting more than 130,000 industry leaders from 140 countries. Featuring 2,700 exhibitors throughout more than 1.7 million net square feet of exhibit space, CES is the trade-only event that connects the "who's who" of the business world.

CES explores every aspect of the industry with 30 product categories and more than 20,000 new product announcements expected at this year's show. Don't miss this year's newest discoveries in audio, digital imaging, emerging technology, gaming, high-performance audio and home theater, home networking, home theater/video, in-vehicle technology, wireless, and more.

CES is the technology event of the year and draws top-level professionals from around the world including executives from Fortune 100 companies, technology experts, and high-ranking U.S. and foreign government officials. CES also attracts 500 noted speakers who share their expertise and industry insight during more than 200 conference sessions.

This year, more than 25,000 international guests are expected to travel to Las Vegas to experience all CES has to offer. CES welcomes international attendees by providing exclusive benefits including an international reception and three International Commerce Centers (ICC) with translators, Internet access, and meeting space. A total of 57 formal delegations attended CES in 2008 including 10 first-time delegations from Argentina, Austria, Bulgaria, Chile, Finland, Qatar, Thailand, Turkey, Ukraine, and Venezuela.

The International CES consistently makes its mark as the premier event for fostering international business relationships and attracting representatives from major global corporations and governments.

Given the current value of the U.S. dollar, CES hopes to continue to see an increase in international attendance because international travel to the U.S. is more affordable than it has been in years.

Meet your next global business partner, learn new successful business strategies, and discover your competitive edge at CES. Don't miss a single exhibit in this high-tech showcase. See yourself in the digital environment at this trade-only event, January 8-11, 2009, in Las Vegas, Nevada. Visit [www.CESweb.org](http://www.CESweb.org) and register today.



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January 20 - 23, 2009

## The International Builders' Show Is Back In Las Vegas

The International Builders' Show®, the largest annual light construction trade show in the world, attracts more than 90,000 building industry professionals from around the globe. The trade show features more than 1,700 exhibitors providing the latest and most innovative home building products and services. It also offers more than 250 educational sessions led by industry experts and notable business entrepreneurs.

Exhibitor products cover more than 200 categories. Top categories include kitchen and bath, home technology and green building products and services. The prominence and magnitude of the event make the International Builders' Show the preferred platform for exhibitors to launch new products and technologies.

This event is the preeminent marketplace for anyone involved in the residential and light construction building industry. International visitors travel to the show from nearly 100 countries. If you are involved in any aspect of the home building or light construction industry you are encouraged to attend.

The International Builders' Show is one of the select U.S. trade shows to be chosen by the U.S. Department of Commerce to participate in the International Buyer Program (IBP). U.S. embassies, consulates and commercial centers worldwide promote The International Builders' Show, organize delegations and encourage international buyers, agents and distributors to attend. International visitors who attend through the IBP receive discounted registration fees. For more information, please contact your nearest U.S. embassy or consulate ([www.buyusa.gov](http://www.buyusa.gov)).

The International Builders' Show is sponsored and managed by the National Association of Home Builders, the largest building association in the United States, serving more than 235,000 members.

*Show dates are Tuesday, January 20, through Friday, January 23, at the Las Vegas Convention Center. To register and view the most current event information please visit [www.BuildersShow.com/International](http://www.BuildersShow.com/International).*

Stephen R. McCollum, CMP, Marketing Manager  
National Association of Home Builders  
1201 15th Street, NW  
Washington, DC 20005 USA

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FAX: +1-202-266-8193  
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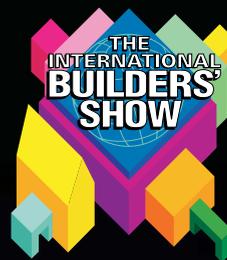
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In 2009, The International Builders' Show, the largest annual light construction trade show in the world, will be an even bigger opportunity to connect with international builders and suppliers. Don't miss your chance to see the world's best new products and trends all in one place. **Learn more and register now at [BuildersShow.com/International](http://BuildersShow.com/International)**

JANUARY 20-23, 2009  
[BUILDERSHOW.COM](http://BUILDERSHOW.COM)

Las Vegas

21-23 October in Charlotte, NC - USA

# IFAI Expo 2008 - A World of Technical Textiles

Join more than 450 leading suppliers at IFAI Expo 2008, the largest technical textiles event in the Americas, where you can source new suppliers, make a purchasing decision, update yourself on new industry developments, and network with industry peers and colleagues from around the world.

You'll see the latest product innovations for emerging and niche end-markets, including for the construction, filtration, digital printing, medical and architectural industries; and for the military. Thirteen special symposia and workshops will feature more than 90 expert speakers.

For international buyers, IFAI Expo is a dynamic showcase of existing and emerging technologies, linking both ends of the value chain, from fiber producers to end-product manufacturers. More than 8,000 industry professionals (exhibitors and attendees) representing more than 64 countries will attend.

IFAI Expo 2008 is an official U.S. Department of Commerce International Buyer Program event. To join a delegation, contact the U.S. Commercial Service Office Trade Specialist in your country (visit [www.buyusa.gov](http://www.buyusa.gov)). At IFAI Expo 2008, an experienced Commercial Service officer will provide

market analysis and matchmaking services and help arrange private meetings with U.S. sellers and business partners. For additional networking, with industry colleagues from around the world, don't miss the IFAI Expo Welcome Reception on 21 Oct., featuring live music, cocktails, and hors d'oeuvres.

With seven market-specific publications and more than 2,000 member companies located in 50 countries, the Industrial Fabrics Association International (IFAI) is the largest technical textile trade organization in the world.

For registration and general visitor information, visit [www.ifaexpo.com](http://www.ifaexpo.com). To purchase an exhibit stand, contact Sarah Hyland at +1-651-225-6950 ([schyland@ifa.com](mailto:schyland@ifa.com)). For assistance in preparing a visa application, contact Tracie Coopet at +1-651-222-2508 or [tkcoopet@ifa.com](mailto:tkcoopet@ifa.com).

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## April 1–3, 2009, in Las Vegas

# International CTIA WIRELESS 2009

## The Decision that Counts

If your business relies on developments in wireless and converged communications, mobile Internet, computing and mobile data, the 24th annual International CTIA WIRELESS will be your most important technology event of the year.

Occupying more than 400,000 square feet of space at the Las Vegas Convention Center from April 1 to 3, 2009, the International CTIA WIRELESS 2009 will host more than 40,000 attendees, 1,200 exhibitors and 1,000 members of the press.

The theme of the 2009 event—"Mobile Life"—expresses the essence of wireless: a technology that has changed the way we interact with the world and allowed us to be "present" when we're not, share moments otherwise lost, do more, work smarter, and live better.

As an official U.S. Department of Commerce International Buyer Program (IBP) event, International CTIA WIRELESS 2009 extends a special welcome to international attendees who will come from every continent to learn more about exciting new wireless applications and emerging technologies.

What makes International CTIA WIRELESS 2009 special? Special Interest Pavilions from Canada, China, Ireland, India, Israel, Korea, Spain, Taiwan, and the UK; the CTIA Emerging Technology Awards; the Tower Technology Summit; the M2M (Machine-to-Machine Zone); and more—including the CTIA WIRELESS Gala and the Fashion in Motion show.

Join your country's delegation to International CTIA WIRELESS 2009 by contacting the U.S. Commercial Service office in your country ([www.buyusa.gov](http://www.buyusa.gov)) or Kisme M. Williams, Marketing Manager. For more information or to register, visit [www.ctiashow.com](http://www.ctiashow.com) or call 202-785-0081.

Kisme M. Williams, Marketing Manager  
CTIA-The Wireless Association®  
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April 1–3, 2009  
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## Trade Shows Featured in This Issue of Commercial News USA

### Industrial Fabrics Association

International (IFAI)  
(Technical Textiles and Technologies)  
October 21-23, 2008 in Charlotte, North Carolina  
[www.ifai.com](http://www.ifai.com)

### NACE

(Automotive Collision and Repair)  
November 5-8, 2008 in Las Vegas  
[www.naceexpo.com](http://www.naceexpo.com)

### International CES

(Consumer Electronics)  
January 8-11, 2009 in Las Vegas  
[www.ce.org](http://www.ce.org)

### ProMat

(Material Handling and Logistics)  
January 12-15, 2009 in Chicago  
[www.promatshow.com](http://www.promatshow.com)

### The SHOT Show

(Shooting Sports and Equipment)  
January 15-18, 2009 in Orlando, Florida  
[www.shotshow.org](http://www.shotshow.org)

### International Builders Show

(Home Building Products and Service)  
January 20 - 23, 2009 in Las Vegas  
[www.BuildersShow.com/International](http://www.BuildersShow.com/International)

### World of Concrete

(Concrete and Construction Materials)  
February 3-6, 2009 in Las Vegas  
[www.wirkdifcibcrete.com](http://www.wirkdifcibcrete.com)

### IPC/APEX

(Printed Circuits)  
March 31-April 2, 2009 in Las Vegas  
[www.ipc.org](http://www.ipc.org)

### CTIA-The Wireless Show

(Wireless Communications)  
April 1-3, 2009 in Las Vegas  
[www.ctia.org/ctiawireless](http://www.ctia.org/ctiawireless)

### National Restaurant Association Show

(Foodservice/Hospitality Products and Services)  
May 16-19, 2009 in Chicago  
[www.restaurant.org](http://www.restaurant.org)

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terry@goldtouchinc.com  
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### Seiki International

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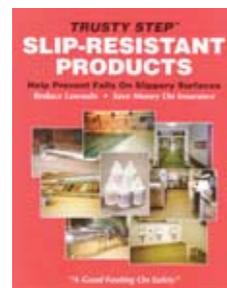
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The Purebred Company Inc., a marketer and distributor of its own formulated line of premium dog and cat foods, is for sale. The company's product has appeared on retail shelves throughout the United States and in 13 foreign countries. Presently, the company sells primarily through veterinarians, kennels and breeders.

## Company History

Jeff Diehl established the company in 1984, building on 15 years of solid distribution experience gained from working with such companies as Hill's® and IAMS®. It was the relationship with these companies that served as a catalyst in the formation of Purebred.

Diehl sought to formulate an exceptional product free of by-products and not subject to commodity based pricing. This philosophy allows for a consistent product line easily communicated to the discriminating consumer. Purebred adheres to the Association of American Feed Control Officials (AAFCO) nutrient allowances ("profiles") and includes the often-omitted bioavailability values. "The pet food industry is laden with abuse and charges of deceit in product claims," said Diehl, "Purebred meticulously strives to eliminate this overshadowing opinion by clearly informing the consumer."

The company simultaneously began building a brand, its most critical value proposition. "The Purebred trademark is synonymous with excellence; its intrinsic connotation stirs a highly positive reaction in the consumers mind when associated with pet food products," said Diehl. "The target market for premium pet food products understands 'Purebred,' and that is critical to any brand's success."

In addition to its U.S. trademarks, the company also has a trademark in Japan. "To own these trademarks is to own an image in itself," noted Diehl, "one that does not require



clarification; a marketing aspect which has ensnared the largest of manufacturers to pay millions for its use."

Purebred is a federally registered, incontestable trademark for pet food related items. In addition, The Purebred Company owns trademarks for Purebred with the ribbon design, and the phrase "There is only one Purebred."

## Growth Opportunities

Purebred is not restricted to particular geographic boundaries, and it has the potential to be distributed throughout domestic and international markets. The worldwide pet food market topped \$45 billion in 2007, underscoring the potential for increased sales.

Purebred's markets are growing, thanks to the company's marketing efforts. A strategic acquisition would open additional distribution channels branded by a strong and clear trademark; that mark is Purebred.®

*For more information about the Purebred company, send email to [purebred@att.net](mailto:purebred@att.net)*



GSV

Jeff Diehl, President  
The Purebred Company  
PO Box 370122  
Denver, CO 80237 USA

TEL: 303-750-2600  
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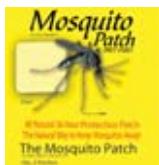
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